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HAPPINESS CAN'T BUY MONEY

With tuition costs spiralling ever upward, more and more undergraduates are investigating the student loan plan. If you are one who is considering the "Learn Now, Pay Later" system, you would do well first to study the case of Leonid Signfoot.

Leonid, the son of an upholsterer in Straitened Circumstances, Idaho, had his heart set on going to college, but his father, alas, could not afford to send him. Leonid applied for a Regents Scholarship, but his reading speed, alas, was not very rapid—two words an hour—and before he could finish the first page of his test the Regents had closed their brief cases crossly and gone home. Leonid then applied for an athletic scholarship, but he had, alas, only a single athletic skill—balancing a stick on his chin—and this, alas, aroused only passing enthusiasm among the coaches.

And then, huzzah, Leonid learned of the student loan plan: he could borrow money for his tuition and repay it in easy monthly installments after he left school!

Happily Leonid enrolled in the Southeastern Idaho College of Woodpulp and Restoration Drama and happily began a college career that grew more happy year by year. Indeed, it became altogether ecstatic in his senior year because Leonid met a coed named Salina T. Nem with hair like beaten gold and eyes like two squirts of Lake Louise. Love gripped them in its big moist palm and they were betrothed on the Eve of St. Agnes.

Happily they made plans to be married the day after commencement—plans, alas, that were to come to fruition because Leonid, alas, learned that Salina, like himself, was in college on a student loan, which meant that he had not only to repay his own loan when he left school but also Salina's, and the job, alas, that was waiting for Leonid after graduation at the Boise Raceson Works simply did not pay enough, alas, to cover both their loans, plus rent and food and clothing.

Sick at heart, Leonid and Salina sat down and lit Marlboro Cigarettes and tried to find an answer to their problem—and, sure enough, they did! I do not know whether or not Marlboro Cigarettes helped them find an answer; all I know is that Marlboros taste good and look good, and when things close in and a fellow needs a friend and the world is black as the pit from pole to pole, it is a heap of comfort and satisfaction to be sure that Marlboros will always provide the same unflagging pleasure, the same unstinting quality, in all times and climes and conditions. That's all I know.

Leonid and Salina, I say, did find an answer—a very simple one. If their student loans did not come due until they left school, why, then they just wouldn't leave school! So after receiving their bachelor degrees, they re-enrolled and took masters degrees. After that they took doctors degrees, loads and loads of them, until today Leonid and Salina, both aged 78, both still in school, hold doctorates in Philosophy, Humane Letters, Jurisprudence, Veterinary Medicine, Civil Engineering, Optometry, and Dewey Decimals. Their student loans, as of last January 1, amounted to a combined total of eighteen million dollars, a sum which they probably would have found great difficulty in repaying had not the Department of the Interior recently declared them a National Park.

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You don't need a student loan—just a little loose change—to grab yourself a new kind of smoking pleasure from the makers of Marlboro—the unfiltered king-size Philip Morris Commander. Welcome aboard!

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